

Event Promotion on reegle

reegle offers an exciting opportunity to promote the most important events of the renewable energy and energy efficiency sector on a high traffic website (> 60.000 visitors / month).

This includes the following opportunities to increase the outreach of your event:

- Special event-site on reegle.info (at least 2 months before the event), which includes:
 - Event – Logo
 - Short description of the event
 - Special sub domain (like <http://yourevent.reegle.info>)
 - A customized search portal (tailored search – reflecting the topics of the promoted event)
 - 5 Boxes at the bottom with direct links to Event website, Registration page, etc.
- Promotion of the Event on the Startpage of reegle
- Inclusion of the event to the reegle event-RSS-feed
- An account for the reegle blog (<http://blog.reegle.info>) to blog newest information about the event (actually more than 5000 readers)
- Promotion of the event on the REEEP website (<http://www.reeep.org>) including 2 email blasts to all “Friends of REEEP” (website subscribers).

References 2008/09:

- WIREC 2008
- Virtual Energy Forum 2008
- Carbon Forum Asia 2008
- eeGlobal Forum 2009

Please contact Florian Bauer (Product Manager reegle, florian.bauer@reeep.org) or Camilla Chalmers (Marketing Manager reegle, camilla.chalmers@reeep.org) for further details.

See site 2 for an example (WIREC 2008).

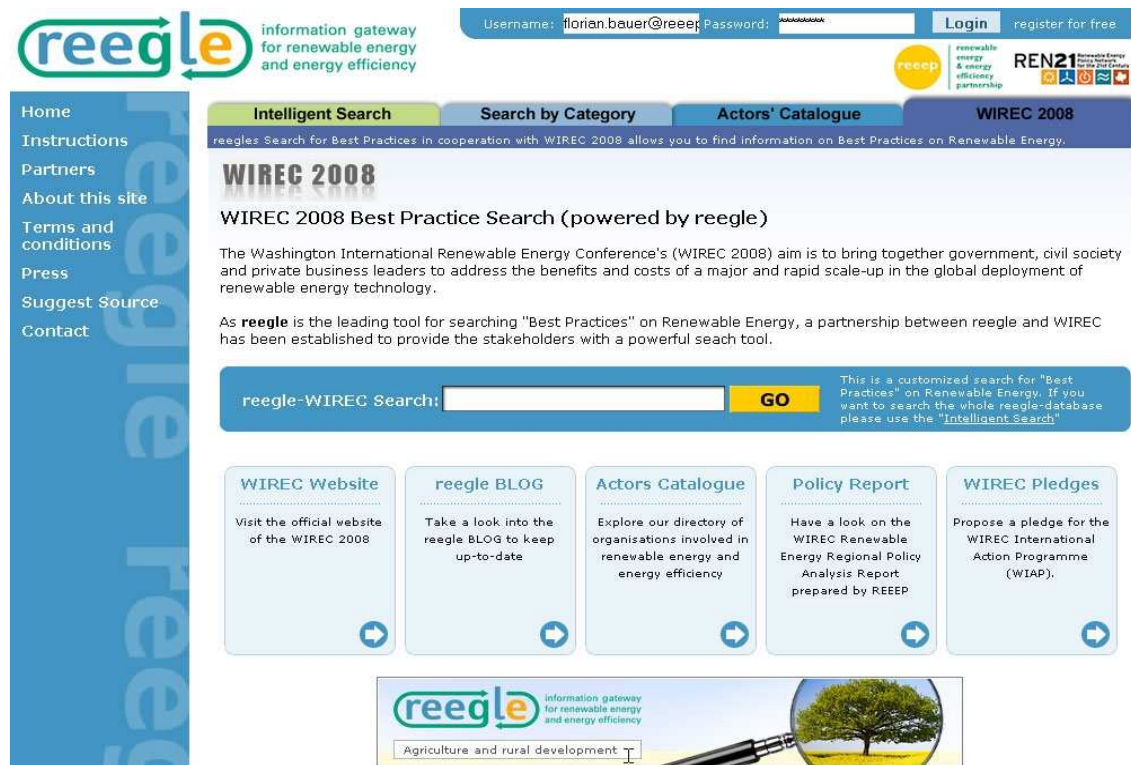
Example for an event promotion on reegle (WIREC 2008):

In preparation for the Washington International Renewable Energy Conference (WIREC) 2008, the reegle and WIREC teams worked closely together to develop a WIREC dedicated section within the overall reegle site offering a number of added-value options including:

- customised searches on best practices in renewables;
- links to high-quality related sites;
- a reegle blog, providing users with up-to-date event information;
- banner links from WIREC topics to specific related search engines.

The result of this cooperation was that reegle became the 'Best Practice Information Tool' of WIREC 2008 and all conference participants were able to use reegle to find high-quality best practices on the four focal points of WIREC (agriculture and rural development; technology/research and development; finance; and market adoption and deployment).

See <http://wirec.reegle.info> for the live version of this site.



The screenshot shows the reegle website interface. At the top, there is a navigation bar with the reegle logo and tagline. Below the navigation bar, there is a search bar with a 'GO' button and a 'register for free' link. The main content area is titled 'WIREC 2008' and features a search bar with the text 'reegle-WIREC Search:'. Below the search bar, there are five featured links: 'WIREC Website', 'reegle BLOG', 'Actors Catalogue', 'Policy Report', and 'WIREC Pledges'. Each link has a brief description and a right-pointing arrow. At the bottom, there is a banner for 'Agriculture and rural development' with a magnifying glass over a tree.